What to write: #2 Buzzsumo

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Using Buzzsumo to get ideas

- Buzzsumo indexes all the popular articles and links that are being shared and engaged with on social media
- Search for different terms related to your product
- If the posts that show up in the results have good engagement, it's usually a good sign that people are interested in those topics
- Click on the articles and read some of them, trying to figure out what made them so popular
- There's nothing wrong with getting inspiration from other writers, but this approach allows you to at least copy the most successful ones